

MERCHANT MEDIA

BETTER FOR YOU SNACK CHOICES WITH MEDIA & FITPICK



fit pick™

- ① Attract New Consumers
- ② Encourage 'Better for you Snack Choices'
- ③ Comply with Nutritional Standards



Meets new ADA requirements

Better for You
Snack Choices

MERCHANT MEDIA



Learn more at
www.fitpick.org



What is Fit Pick?

Fit Pick is the vending industry's signature nutrition outreach initiative. Since its launch in 2005, FitPick machines have been available to millions of vending machine patrons. Currently, close to 15,000 American organizations -- schools, hospitals, workplaces and all branches of the U.S. military --- are participating in the program.

What's New?

Nutrition Standards: For workplaces, the Fit Pick program features new nutrition guidelines with absolute value requirements that are easy for operators and consumers to understand. Fit Pick Select, the program designed for schools, hospitals and other locations, has adopted the USDA Smart Snacks in School nutrient standards, helping ensure the program is approved in all health-oriented settings.

Nutrition experts: NAMA has tapped the Nutrition Advisory Council of outside nutrition experts, influencers from leading universities and health organizations, and its Healthy Vending and Micro Market Leadership Committee to help craft and explain the new guidelines.

Fresh graphics & branding: New colorful graphics grab consumers' attention and promote brand awareness.

	FitPick® (250 calories)	FitPick® (100 calories)
CALORIES	250 or less	100 or less
FAT	10g or less	3.5g or less
SATURATED FAT	3g or less	1g or less
TRANS FAT	0g	0g
SUGAR	20g or less	8g or less
SODIUM	230mg or less	230mg or less

FitPick Machine Elements

- Custom FitPick pill and bin graphics
- An educational door cling to explain FitPick nutritional standards
- Unique orange product identifiers and price rail inserts
- Custom Orange and Green LED attract sequence
- A fresh, bright FitPick screen experience & attract loop
- A pre-loaded FitPick approved product library
- Configurable promotions & Winner mode
- Side decals are also available (Additional fee applies)

Key Features



Convenient Purchases

Purchase multiple items in one easy transaction with the new virtual shopping cart

Accepts Credit Cards

Convenient shopping for everyone



Nutritional Information

Accessible nutrition facts for making the healthy choice

Latest Technology

Modern technology turns vending into an experience!



Wheelchair Accessible

Meets new access requirements of Americans with Disabilities Act

Automatic Maintenance Alerts

Alerts your operators so you don't have to



Energy Efficient

Features efficient refrigeration and low-energy LED lighting

Large Bill Acceptance and Bill Payback

Pay with large bills and receive change in bills



No More Product Jams

Crane's SureVend technology ensures product delivery

CRANE MERCHANDISING SYSTEMS

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